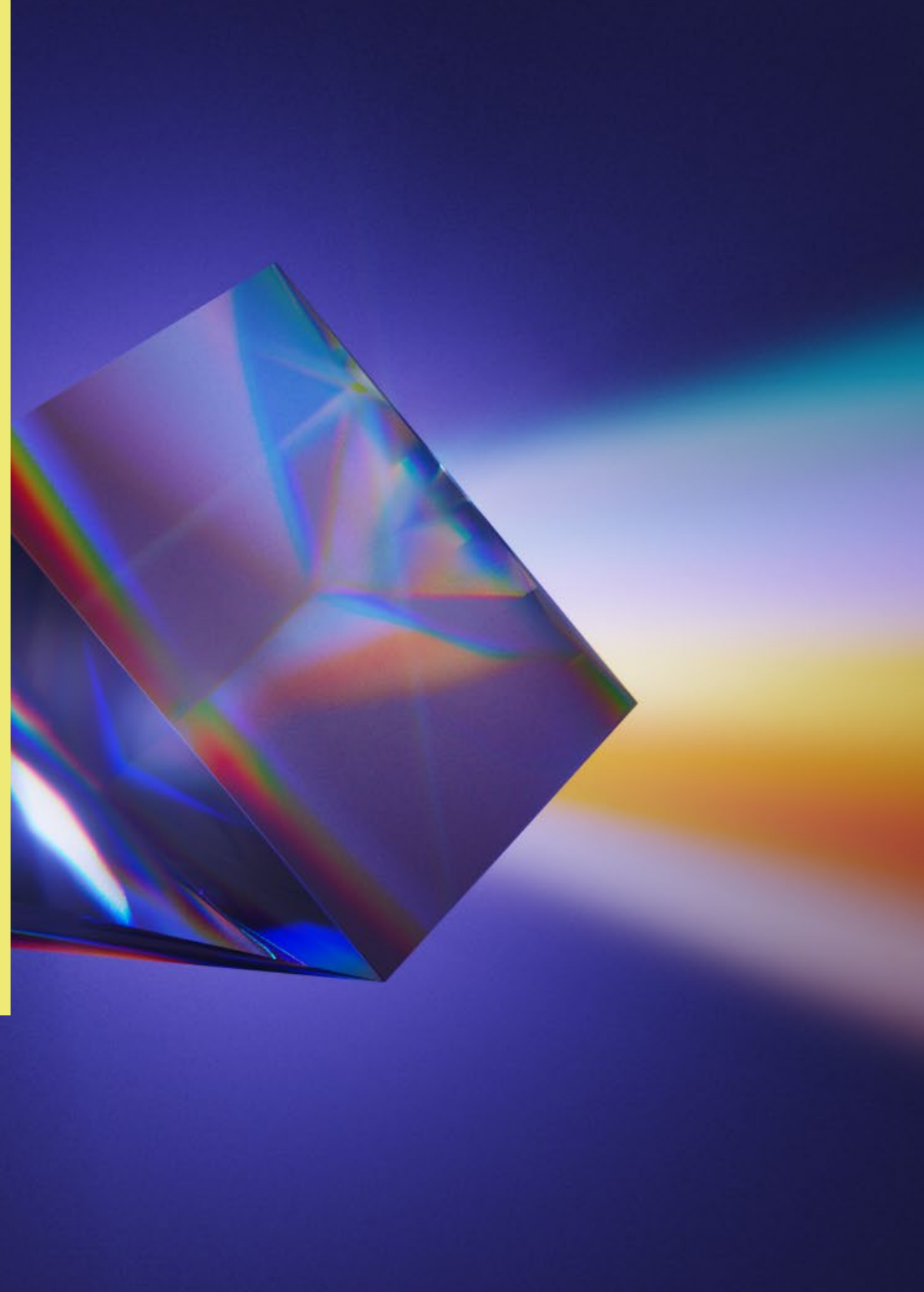


PULSAR\*



The most advanced  
audience intelligence  
platform for marketers,  
researchers &  
communicators

Media Pack – Pulsar TRAC



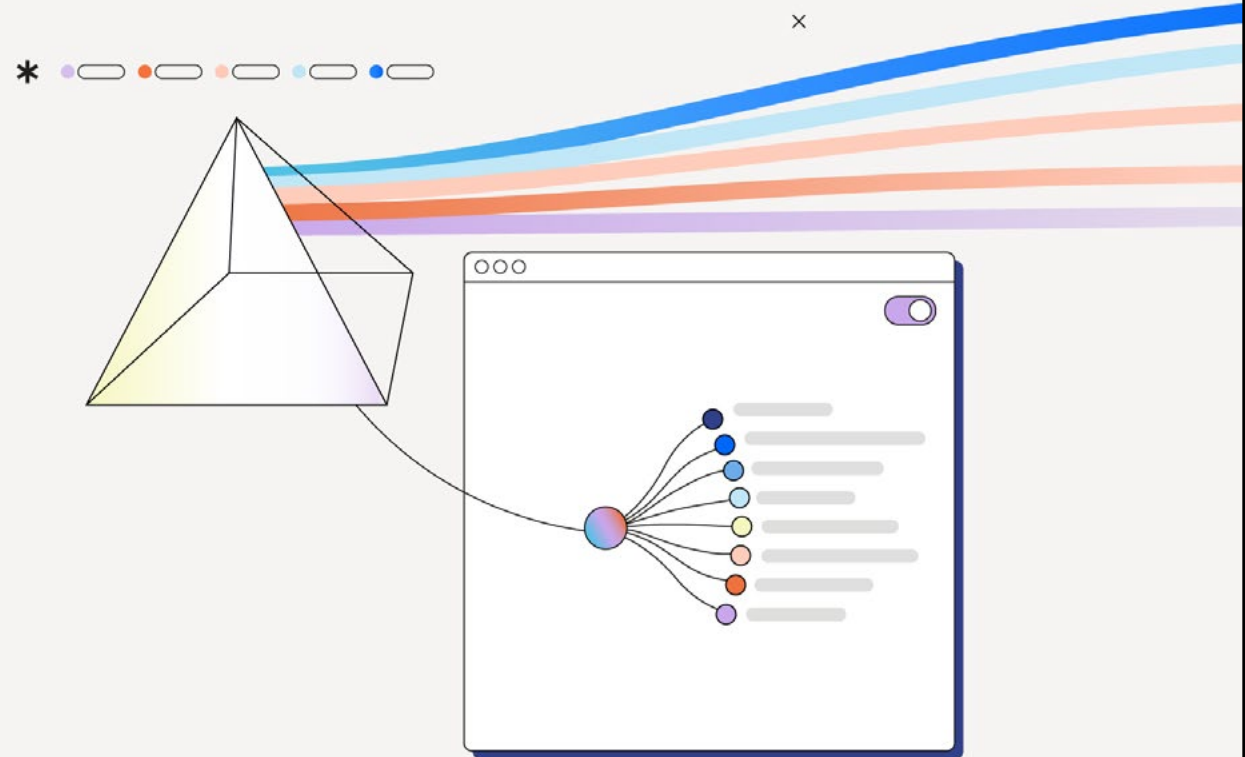
# Why Pulsar Trac

## 🌀 Audience Segmentation

Pulsar TRAC is the only tool on the market that seamlessly blends social listening and audience segmentation.

## ▲ Vertical AI

Vertical AI: Pulsar TRAC also lets you choose which custom AI to use to analyze a dataset. TRAC's Vertical AI puts hundreds of industry, use case and brand-specific AI models at your fingertips.



## Working with Enterprise Brands & Agencies

**The  
Guardian**



**McCANN**



**PANDORA**

**Polaroid**



**DANONE**

**GIVING  
TUESDAY**



**PULSAR\***

# What people are saying

“

“Understanding our audience is a key driver for commercial success. Through Pulsar, we have been able to develop a nuanced understanding of our dynamic and growing online fanbase, from mapping out the key audience segments in this ecosystem, to real-time analytics tracking the online conversations around the Club, players and sponsors.”



**Tim Griffith**  
**Head of Strategy & Insights**  
Fulham FC

“

Pulsar is, hands down, the best money that I've ever convinced my agency's management to spend on me. The team has been absolutely incredible, a huge resource and immensely helpful. I've been doing this for years now, but they really made me think differently about the way I set up campaigns and how to get use out of every part of the platform.



**James DElia**  
**VP, Digital Engagement**  
Solstice Health Communications

## FORRESTER

Now Tech:  
Social Listening Platforms,  
2020.

New Tech: AI-Enabled  
Consumer Intelligence  
Solutions, 2020

Q&A: Social Media  
Consumer Segmentation,  
2020

# Analyze all your audience & customer data, in one place

Pulsar TRAC provides the most extensive range of data sources to get a 360° view of your customers.

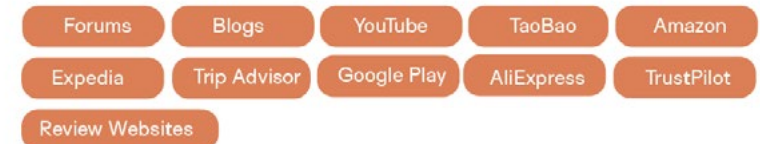
- Social, Search, News, Broadcast, Web Analytics and First party data
- Real-time and historic collection and analysis
- Search volumes and suggestions from Google and Bing
- Web Analytics from Google and Alexa
- Deep Third party integrations with NewsGuard, Audiense, Global Web Index, and many more



## Social



## Web



## News



## Broadcast



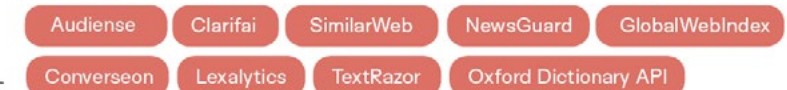
## Search



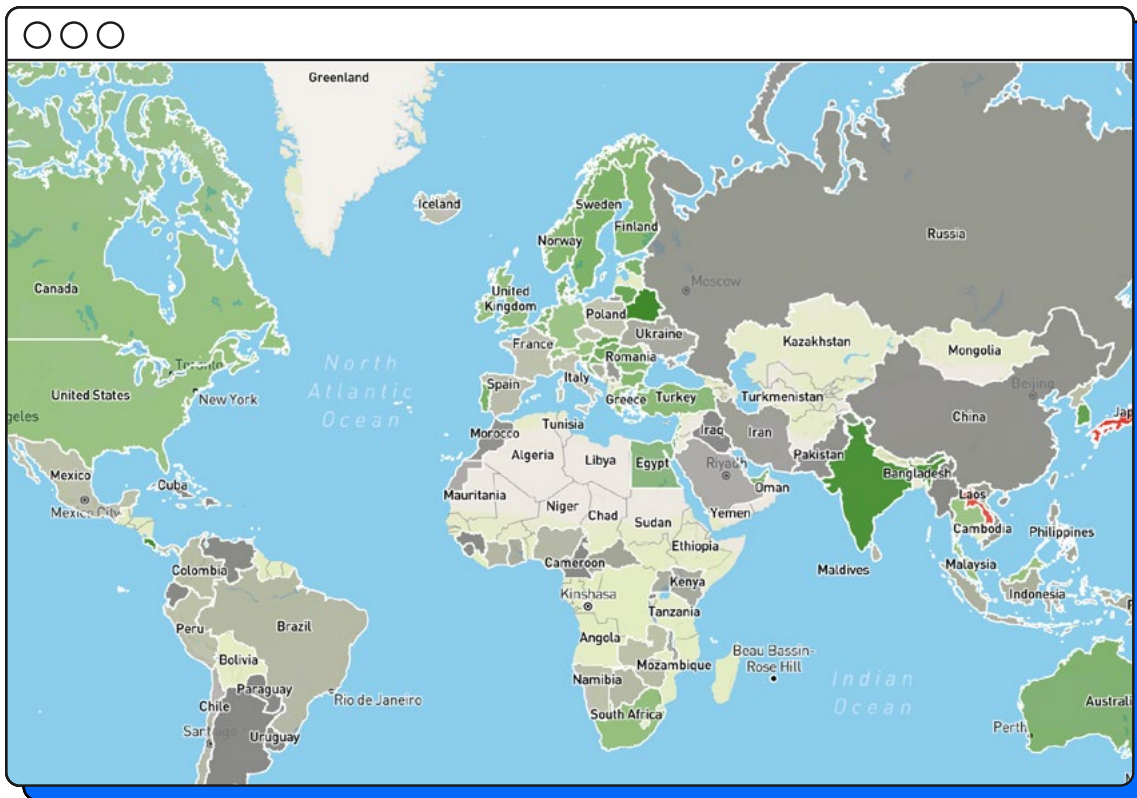
## First party data



## Third party data integrations



# Global and local coverage, at your fingertips



TRAC collects social, search, media and web data from 195 countries, detects 62 languages, and understands topics and sentiment in 24 (English, French, German, Italian, Portuguese, Spanish, Turkish, Arabic, Korean, Russian, Japanese and Dutch).

Our global coverage goes beyond language, providing you with access to geographically-focused data sources including:

- VK
- Naver
- Ali Express
- Mumsnet
- Baidu

# Access premium, exclusive data sources

Large social media and web platforms are not the only game in town: each corner of the web is home to different communities, each with their own nuances. Our Premium Data Sources include:

## Healthcare Industry Sources

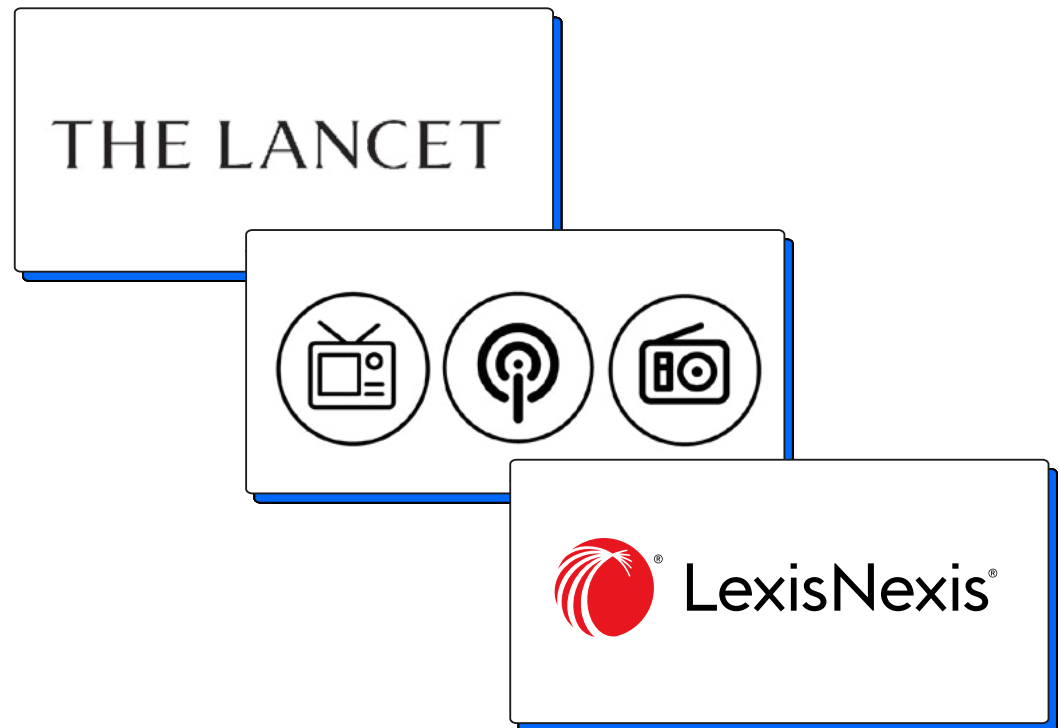
Our access to medical community publications includes key healthcare forums like HealingWell, news outlets like The Lancet and review sites such as WebMD.

## Broadcast

Covering TV, radio and podcasts, global broadcast data allows you integrate 'legacy' media within a given conversation.

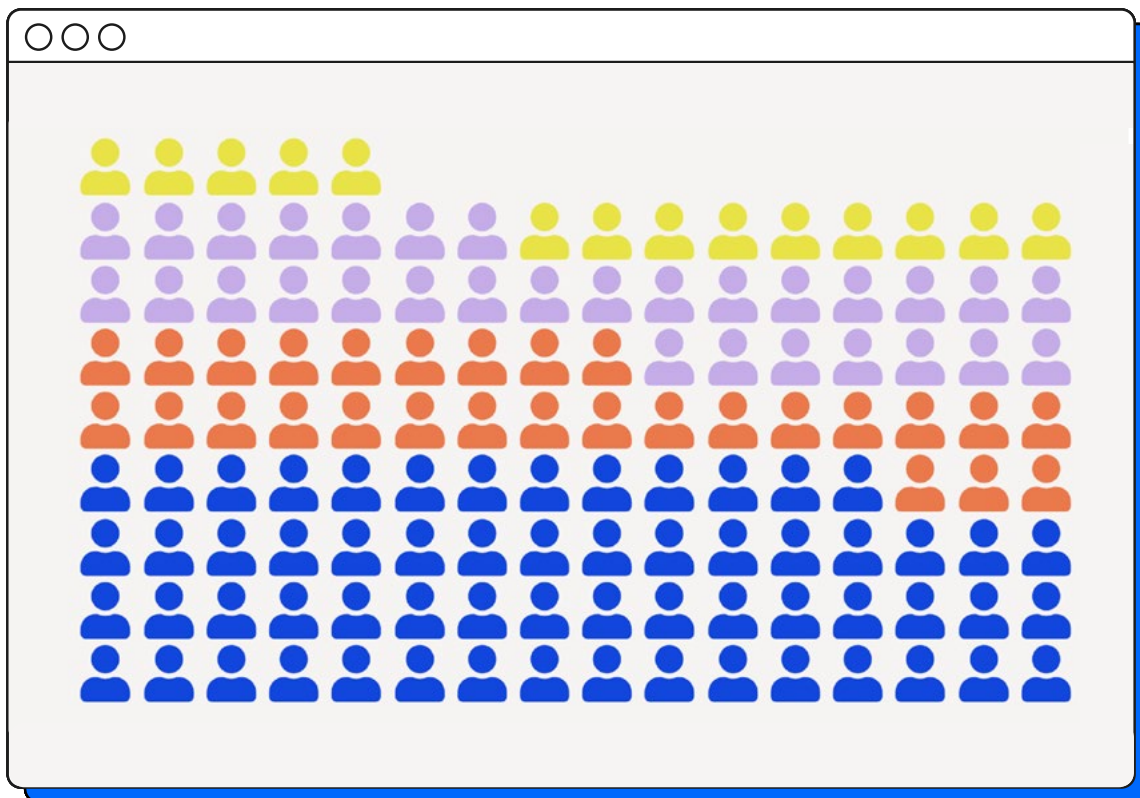
## News

In addition to over 3 million digital news articles a day, TRAC also allows users to monitor mentions in print media, via LexisNexis and NLA licenses.





## Zoom in on the audiences that matter to you with Social Panels



Rather than analyzing a generic audience, with Social Panels you can listen directly to curated audience segments such as suburban dads, tennis fans, CMOs or professional make-up artists.

Create panels from the widest range of social networks including Twitter, Facebook, Instagram, Reddit and TikTok.

Use a variety of methods to build them: uploading a csv of handles, interests and behaviours, Twitter lists, Followers or Followings of an account, or import the users you want to track in a panel from any of your existing topic searches or from any existing audience segments across all your datasets.



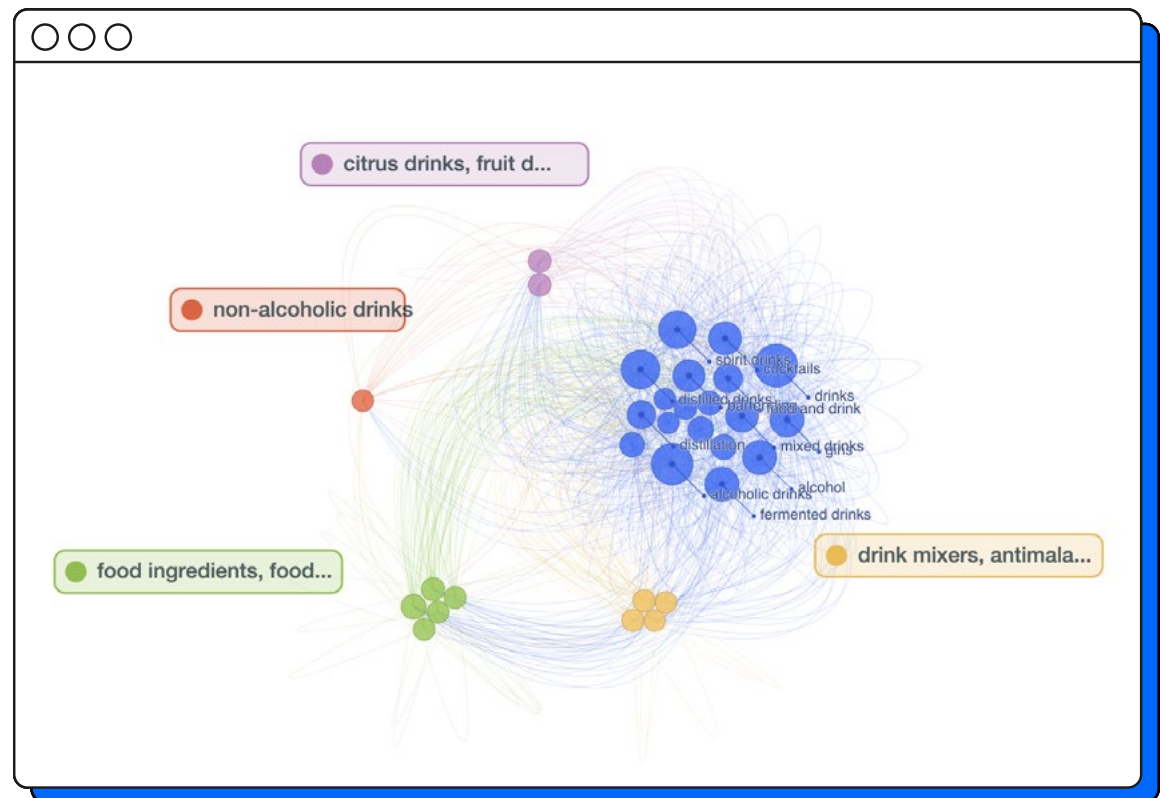
# Cluster the conversation for instant, bottom-up insights

Our data is ideal for spotting emerging behaviours, attitudes and opinions.

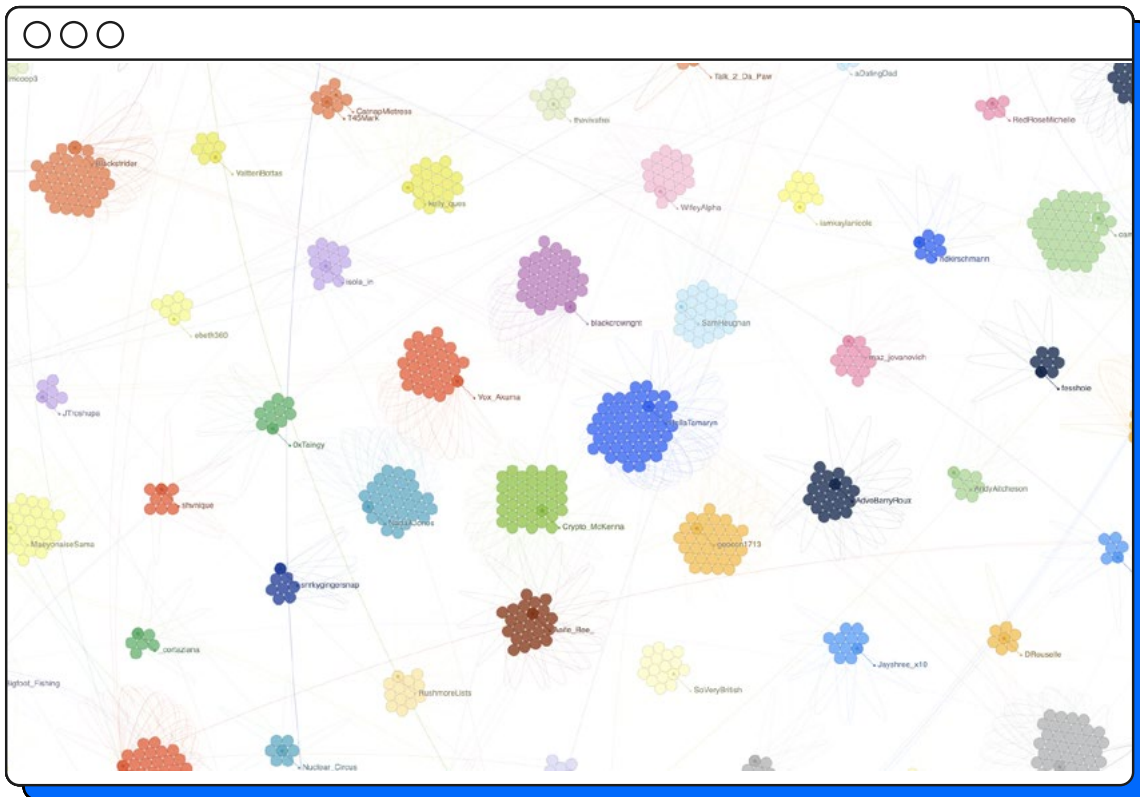
Our proprietary clustering algorithm, Segments, is the quickest way to identify the narrative in the conversation and spot the unknown unknowns.

Segments groups any data into clearly distinct clusters: from the keywords and hashtags to the topics being discussed, to the images being shared and the users behind the conversation.

The clustering is always live so filtering the data by any variable you want to test will result in an updated analysis of the key clusters in real-time.



# Map engagement networks to see how information flows



Media is a graph. That's why if you really want to understand how it works, you have to look at social data as a network.

Our network analysis technology is a live, browser-based graph that maps the way people engage with each other when talking about any topic.

This analysis is ideal to understand how information spreads but also who are the macro and micro influencers connecting the key clusters of your target audience.

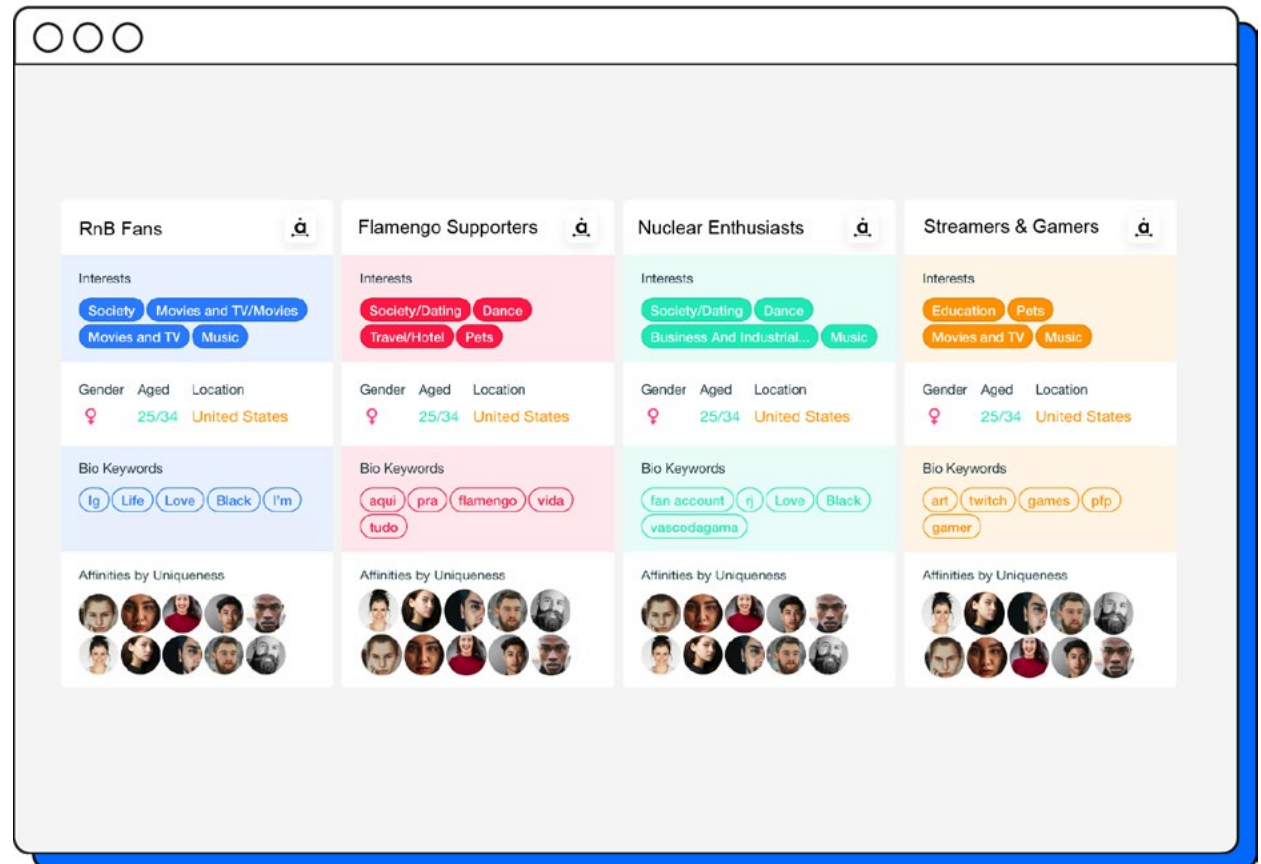
The network is updated in real-time and any filters applied to the conversation will be reflected in the network graph.

# Cluster your audience to identify data-driven personas

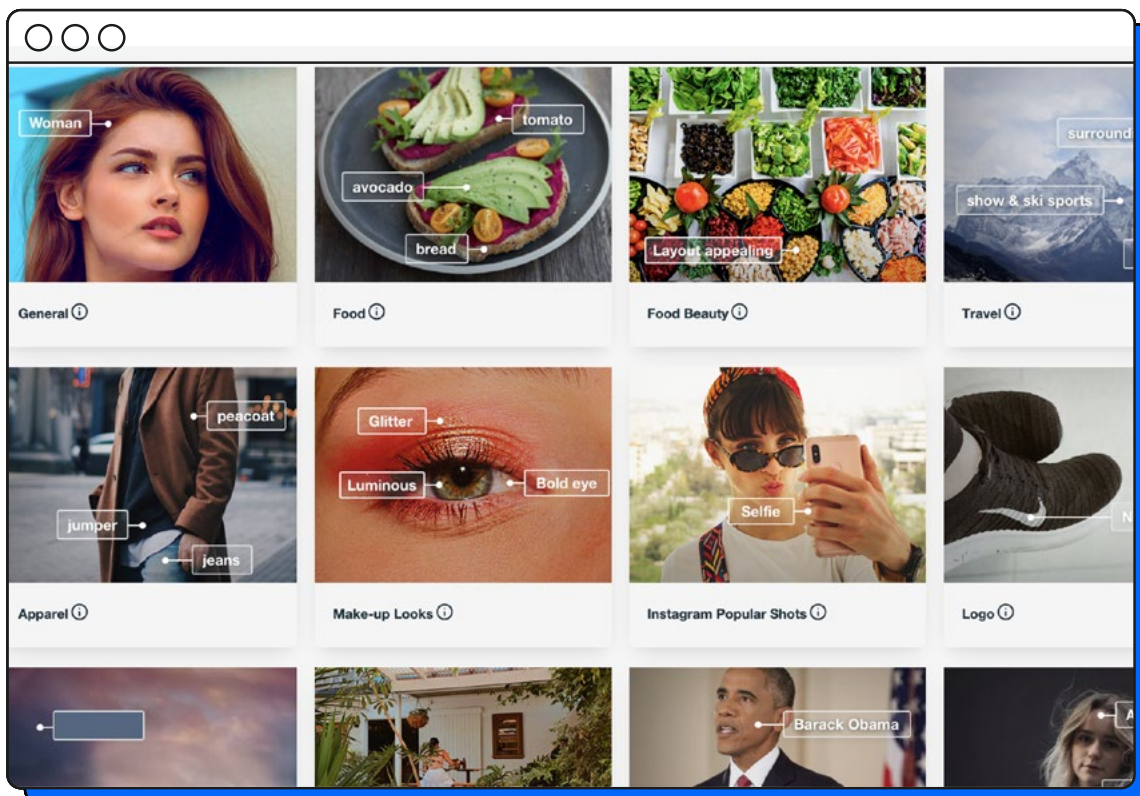
Your audience is not a monolith: different communities talk about the same topic differently.

TRAC's Communities is the only solution on the market that allows you to instantly segment the audience behind the conversation and zoom in on how each community is talking about any given topic.

Identify the differences in language, themes, perspectives and attitudes to understand what makes them tick and personalize your message to them.



Choose from hundreds of AI models to increase the depth & accuracy of the analysis



Specific questions require specialized tools. That's why generic AI doesn't get the job done.

TRAC's AI Store gives you access to hundreds of pre-trained machine learning models designed to answer specific research questions for specific industries to increase the speed, depth and accuracy of analysis.

The models available cover multiple languages and industries for both Text and Visual AI.

**Industries:** Airlines, Automotive, Beauty, Energy, Enterprise Tech, Financial services, Food & beverage, Hospitality, Insurance, Media, Retail, Pharma

**Text Models:** Customer Care, Customer Experience, NPS, Trust / Distrust, CSR, Innovation, Reputation, ESG, Emotion, Intensity

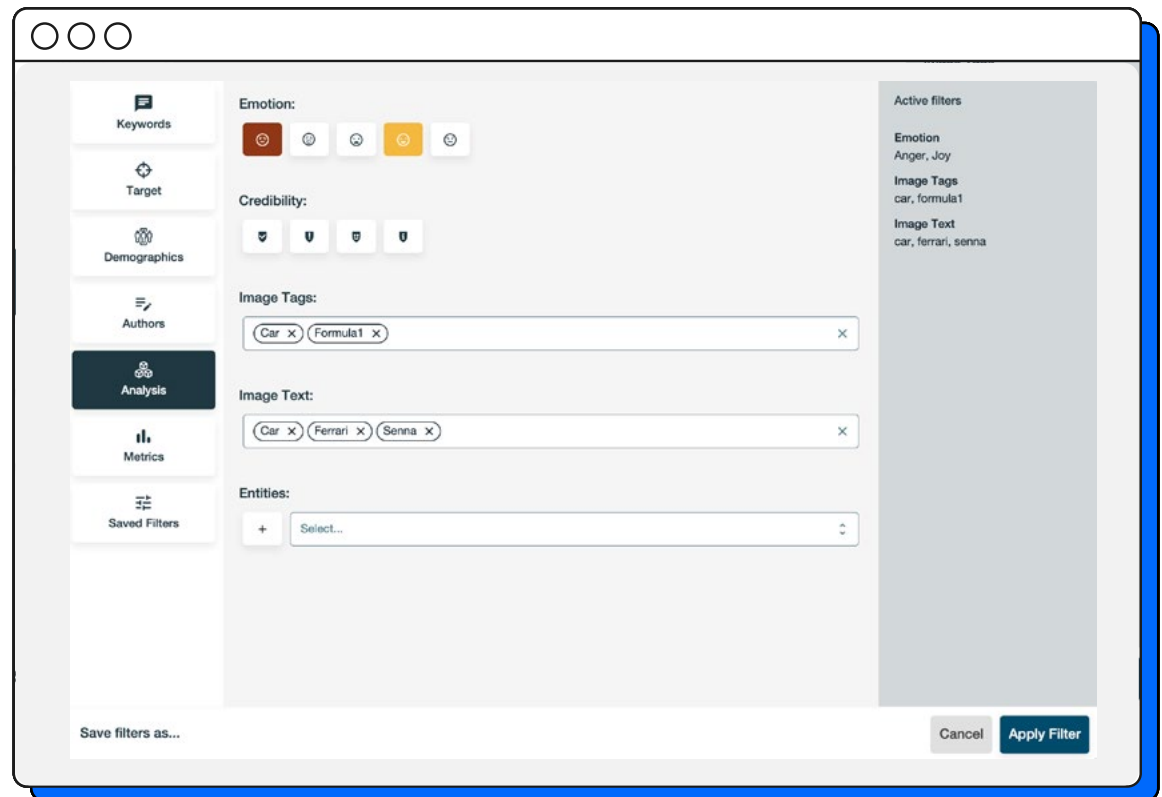
**Visual Models:** General, Food, Travel, Apparel, Make-up Looks, Instagram Popular Shots, Logo Detection, Color Detection, Celebrity, Interior Design

# Get to insight with the most granular and flexible filters in the industry

TRAC offers the most advanced set of filters in the listening industry allowing you to slice and dice the data at the speed of your creative thinking:

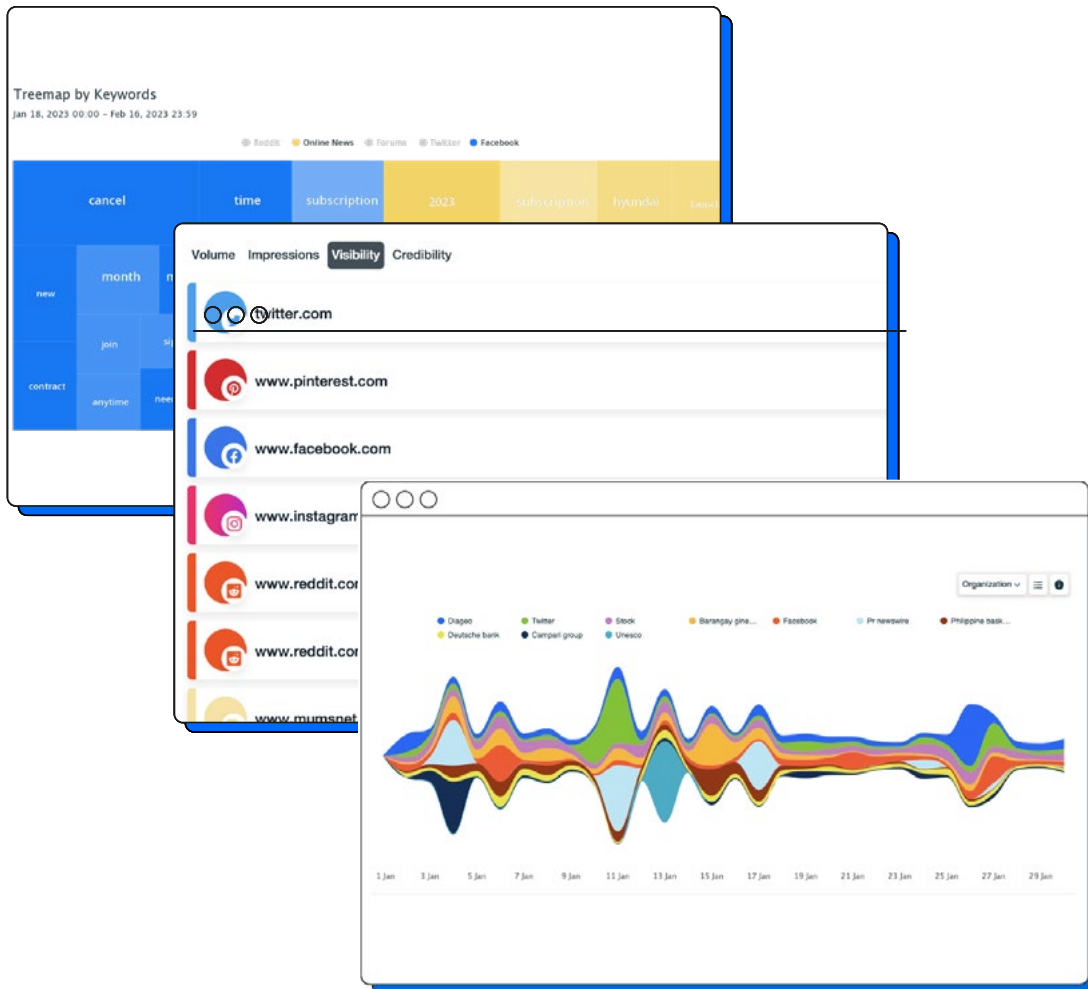
- Filter by keywords and build complex boolean queries using a range of operators, including wild cards.
- Target your search results by media type, sentiment, emotion, specific data sources or domains.
- Use our Demographics and Communities filters to segment the conversation by gender, location or communities of interest.
- Slice the data by a wide range of Analytics like impressions, visibility, likes and engagements.
- Use all the metadata generated by the industry AI models you have plugged in to find the most relevant content in your dataset.

Saved complex filters, which you re-use and share to keep the analysis consistent across the team.





# Build your own Pulsar with Custom Dashboards & Reports



Select any one of our dashboard templates ranging from Campaign, Audience, Content and Trends reports, or create a custom one from scratch.

Pull in any existing visualisation available on Pulsar or build your own with our intuitive data visualisation engine.

Once you're happy with your Dashboard, you can turn it into a Report, add your own branding and design and choose how and how often you want to share it with your teams, either by PDF, link share or automated email delivery.

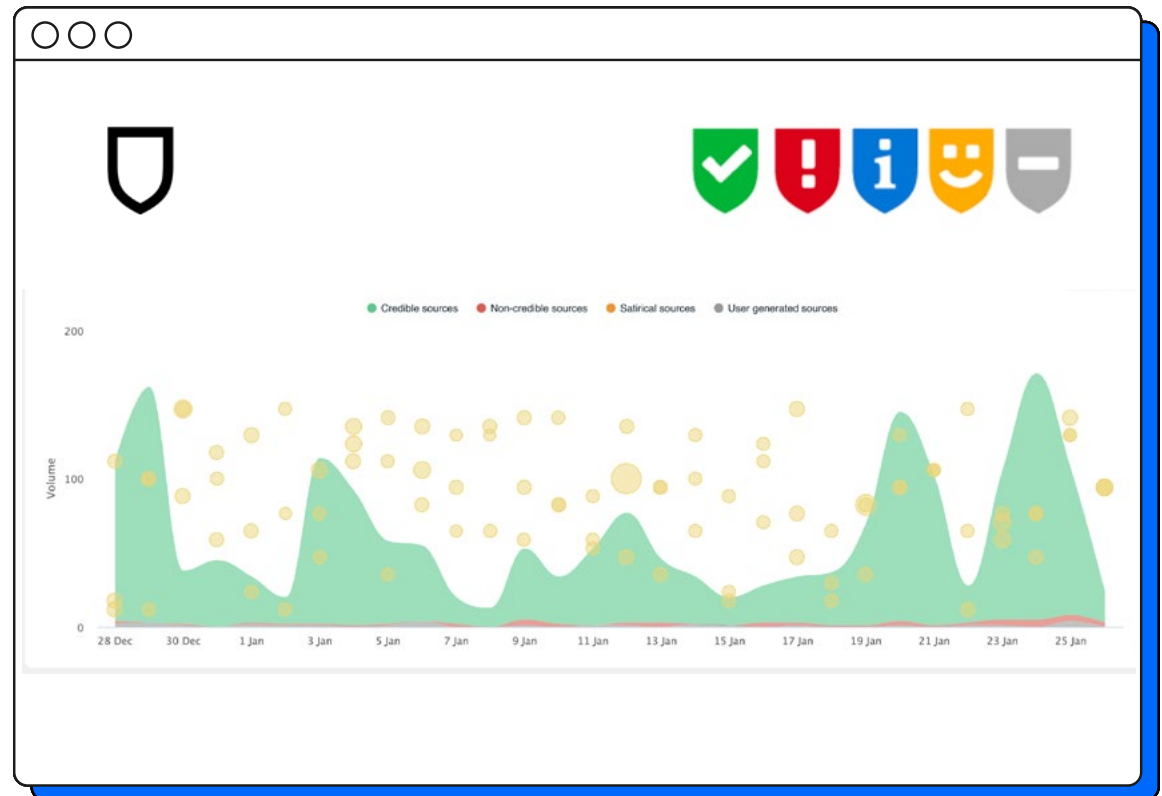


# Keep your brand safe with misinformation detection

Wherever information flows, misinformation will follow. And as the phenomenon continues to grow, it has a distorting impact on everything from public opinion and trust in institutions, all the way down to individual trends and personal reputation.

NewsGuard is a company that evaluates and rates the credibility and transparency of news and information websites.

Pulsar's integration of NewsGuard into the platform helps brand and comms professionals understand the narratives and influential figures most likely to negatively impact their audiences and assess the misinformation risk associated with any conversation before it spreads and becomes damaging to their brand, or client





## PULSAR\*

Pulsar is the leading AI-powered audience intelligence platform, combining conversational and behavioral signals from the world's leading digital sources to help organizations understand their audiences and create messages that matter to them.

[Get in touch](#)

[info@pulsarplatform.com](mailto:info@pulsarplatform.com)

[www.pulsarplatform.com](http://www.pulsarplatform.com)